

1. (original) A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:

receiving, from the user, a search request including a search argument corresponding to the desired information;

5 searching, based upon the received search argument, a first database having data network related information to generate search results;

correlating the received search argument to a particular advertisement in a second database having advertisement related information; and

providing the search results together with the particular advertisement to the user.

10 2. (original) A method as claimed in claim 1, wherein the step of correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.

15 3. (original) A method as claimed in claim 2, wherein the user profile data includes selections of the user from previous search arguments.

4. (original) A method as claimed in claim 3, wherein the user profile data includes selections of the user from previous search results.

20 5. (original) A method as claimed in claim 4, wherein the user profile data includes user specified preferences.

6. (original) A method as claimed in claim 1, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.

5 7. (original) A method of searching for desired information within a data network, comprising the steps of:

receiving, from a user, a search request including a search argument  
corresponding to the desired information;

searching, based upon the received search argument and user profile data, a  
10 database of information to generate a search result; and

providing the search results to the user.

8. (original) A method as claimed in claim 7, wherein searching the database includes correlating, as a function of a fuzzy logic algorithm, the received search argument and  
15 user profile data to particular information in the database, and providing the particular information as the search results.

9. (original) A system for providing advertisements to a user searching for desired information within a data network, comprising:

20 means for receiving, from the user a search request including a search argument corresponding to the desired information;

means for searching, based upon the received search argument, a first database having data network related information to generate search results;

means for correlating the received search argument to a particular advertisement in a second database having advertisement related information; and

means for providing the search results together with the particular advertisement to the user.

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10. (original) A system for searching for desired information within a data network, comprising:

b means for receiving, from a user, a search request including a search argument corresponding to the desired information;

10 means for searching, based upon the received search argument and user profile data, a database of information to generate a search result; and

means for providing the search results to the user.

11. (original) A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:

15 receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information;

searching, by the server computer based upon the received search argument, a first database to generate search results, the first database having data network related information and being contained on the server computer;

20 correlating the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and

providing the search results together with the particular advertisement to the user.

12. (original) A method as claimed in claim 11, wherein the step of correlating the received search argument to the particular advertisement includes selecting the particular advertisement based on the received search argument and user profile data.

13. (original) A method as claimed in claim 12, wherein the user profile data is based partially upon previous search arguments of the user.

14. (original) A method as claimed in claim 13, wherein the user profile data is based partially upon previous search results for the user.

15. (original) A method as claimed in claim 14, wherein the user profile data includes user specified preferences.

16. (original) A method as claimed in claim 11, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.

17. (original) A method as claimed in claim 11, wherein the step of correlating the received search argument to a particular advertisement in the second database is performed by the client computer.

18. (original) A method as claimed in claim 11, wherein:

the server computer is a database search engine computer; and  
the client computer is an access provider computer.

19. (original) A method as claimed in claim 11, wherein:

5 the server computer is a database search engine computer; and  
the client computer is an associate search engine computer.

Claims 20-28 (previously cancelled)

10 29. (original) A method for providing search results to a user that correspond to  
desired information within a data network, the method comprising the steps of:

receiving, from the user, a search request that includes a search argument  
corresponding to the desired information;

searching, based upon the received search argument, a database having data  
15 network related information to generate search results;

retrieving user profile data for the user;

re-prioritizing the search results based upon the user profile data to produce re-  
prioritized search results; and

providing the re-prioritized search results to the user.

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30. (original) A method as claimed in claim 29, further comprising:

updating the user profile data;

re-prioritizing the search results again to produce again re-prioritized search

results; and

providing the again re-prioritized search results to the user.

31. (original) A method as claimed in claim 29, further comprising updating the user  
5 profile data based upon the search argument.

32. (original) A method as claimed in claim 29, further comprising updating the user  
profile data based upon the search results.

10 33. (original) A method as claimed in claim 29, wherein the user profile data is  
selected from the group consisting of social data, family data, political data, technological data,  
h geographical data, environmental data and educational data.

34. (original) A method as claimed in claim 29, further comprising updating of the  
15 user profile data by the user.

35. (original) A method as claimed in claim 29, wherein the user profile data includes  
a type of computer employed by the user.

20 36. (original) A method for providing search results to a user that correspond to  
desired information within a data network, the method comprising the steps of:

receiving, from the user, a search request that includes a search argument  
corresponding to the desired information;

retrieving user profile data for the user;

creating a modified search argument based upon the user profile data and the search argument;

searching, based upon the modified search argument, a database having data network related information to generate search results; and

5 providing the search results to the user.

37. (original) A method as claimed in claim 36, further comprising:

correlating the modified search argument to a particular advertisement in a second database having advertisement related information; and

10 providing the particular advertisement together with the search results to the user.

38. (original) A method as claimed in claim 36, further comprising:

correlating the user profile data to a particular advertisement in a second database having advertisement related information; and

15 providing the particular advertisement together with the search results to the user.

39. (original) A method as claimed in claim 36, further comprising updating the user profile data based upon the search results.

20 40. (original) A method as claimed in claim 36, wherein the user profile data is selected from the group consisting of social data, family data, political data, technological data, geographical data, environmental data and educational data.

41. (original) A method for providing search results to a user that correspond to desired information within a data network, the method comprising the steps of:

receiving, from the user, a search request that includes a search argument corresponding to the desired information;

5 retrieving user profile data for the user;

determining a particular database to search based upon the user profile data, the particular database having network related information relating to the user profile data;

searching, based upon the search argument, the particular database to generate search results; and

10 providing the search results to the user.

42. (original) A method as claimed in claim 41, further comprising:

correlating the search argument to a particular advertisement in a second database having advertisement related information; and

15 providing the particular advertisement together with the search results to the user.

43. (original) A method as claimed in claim 41, further comprising:

correlating the user profile data to a particular advertisement in a second database having advertisement related information; and

20 providing the particular advertisement together with the search results to the user.

44. (original) A method as claimed in claim 41, further comprising updating the user profile data based upon the search results.



45. (original) A method as claimed in claim 41, wherein the user profile data is selected from the group consisting of social data, family data, political data, technological data, geographical data, environmental data and educational data.

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46. (original) A method for presenting advertisements to a user accessing a data network via an end user device, the method comprising the steps of:

transmitting a plurality of advertisements to the user via the end user device;

for each of the plurality of advertisements presented to the user via the user

10 device, recording an environment within which the advertisement was presented;

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for each of the plurality of advertisements transmitted to the user via the user device, determining whether the advertisement was successful; and

altering the environment of subsequent advertisements transmitted to the user via the user device based upon the environment of prior successful advertisements.

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47. (original) A method as claimed in claim 46, wherein the environment is presented within a browser.

48. (original) A method as claimed in claim 46, wherein altering the environment of  
20 subsequent advertisements transmitted to the user includes incorporating common elements of prior successful advertisements.

49. (original) A method for presenting advertisements to a user accessing a data network via an end user device, the method comprising the steps of:

receiving a plurality of advertisements at the end user device;

presenting the plurality of advertisements to the user at the end user device, each  
5 of the plurality of advertisements presented in a particular respective environment;

for each of the plurality of advertisements presented to the user at the user device,  
recording the environment within which the advertisement was presented;

for each of the plurality of advertisements presented to the user at the user device,  
determining whether the advertisement was successful;

10 altering the environment of a subsequent advertisement received at the end use  
device based upon the environment of prior successful advertisements; and

presenting the subsequent advertisement to the user with an altered environment.

50. (original) A method as claimed in claim 49, wherein the environment is presented  
15 within a browser.

51. (original) A method as claimed in claim 49, wherein altering the environment of  
subsequent advertisements presented to the user includes incorporating common elements of  
prior successful advertisements.

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52. (original) A method as claimed in claim 49, further comprising providing  
feedback to a source of the advertisements regarding elements of prior successful  
advertisements.

53. (original) A method for providing search results to a user that correspond to desired information within a data network, the method comprising the steps of:

receiving, from the user, a search request that includes a search argument  
5 corresponding to the desired information;

retrieving user profile data for the user;

searching, based upon the search argument, a database having data network related information to generate search results;

creating an enhanced presentation environment for the user based upon the user  
10 profile data; and

providing the search results to the user within the enhanced presentation  
b1 environment.

54. (original) A method as claimed in claim 53, wherein the enhanced presentation  
15 environment includes aural enhancements.

55. (original) A method as claimed in claim 53, wherein the enhanced presentation environment includes textual enhancements.

20 56. (original) A method as claimed in claim 53, wherein the enhanced presentation environment includes anecdotal enhancements.

57. (original) A method as claimed in claim 53, further comprising modifying the user profile data based upon user feedback relating to the enhanced presentation environment.

58. (original) A method for providing advertisements to a user searching for desired  
5 information within a data network, the method comprising the steps of:

receiving, from the user, a search request including a search argument corresponding to the desired information;

searching, based upon the received search argument, a first database having data network related information to generate search results;

10 correlating the received search argument to a particular advertisement in a second  
b database having advertisement related information;

providing the search results together with the particular advertisement to the user;

determining whether the advertisement was successful; and

15 altering criteria for subsequent correlations of received search arguments to the  
second database.

59. (original) A method as claimed in claim 58, wherein the step of correlating the received search argument to the particular advertisement includes selecting the particular advertisement based on the received search argument and user profile data.

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60. (original) A method as claimed in claim 59, wherein the user profile data includes selections of the user from previous search arguments.

61. (original) A method as claimed in claim 60, wherein the user profile data includes selections of the user from previous search results.

62. (original) A method as claimed in claim 61, wherein the user profile data includes  
5 user specified preferences.

63. (original) A method as claimed in claim 58, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.

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b<sup>1</sup> 64. (original) A method for providing advertisements to a user searching for desired information within a data network, the method comprising the steps of:

receiving, from the user, a search request including a search argument corresponding to the desired information;

15 searching, based upon the received search argument, a first database having data network related information to generate search results;

correlating the received search argument to a particular advertisement in a second database having advertisement related information;

providing the search results together with the particular advertisement to the user;

20 determining that the advertisement was successful; and

tracking a toll due by an associated seller.

65. (original) A method as claimed in claim 64, wherein the environment is presented

within a browser.

66. (original) A method as claimed in claim 64, wherein the advertisement includes a link to the associated seller.

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67. (original) A method as claimed in claim 66, wherein the toll is tracked when the user implements the link to the associated seller.

68. (original) A method as claimed in claim 66, wherein the toll is tracked when the user makes a purchase.

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69. (original) A method for providing advertisements to a user searching for desired information within a data network, the method comprising the steps of:

receiving, from the user, a search request including a search argument  
15 corresponding to the desired information;

searching, based upon the received search argument, a first database having data network related information to generate search results;

correlating the received search argument to a particular advertisement in a second database having advertisement related information;

20 providing the search results together with the particular advertisement to the user;  
receiving feedback regarding whether the advertisement was successful; and  
dynamically altering relational preferences for subsequent correlations of received search arguments to the second database.

70. (original) A method as claimed in claim 69, wherein the step of correlating the received search argument to the particular advertisement includes selecting the particular advertisement based on the received search argument and user profile data.

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71. (original) A method as claimed in claim 70, wherein the user profile data includes selections of the user from previous search arguments.

72. (original) A method as claimed in claim 71, wherein the user profile data includes  
10 selections of the user from previous search results.



73. (original) A method as claimed in claim 72, wherein the user profile data includes user specified preferences.

15 74. (original) A method as claimed in claim 69, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.

20 75. (original) An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:

a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;

a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer;

5            an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and

the server computer providing the search results together with the particular advertisement to the user.

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76.    (original) The advertising machine of claim 75, wherein the associative search engine selects the particular advertisement based on the received search argument and user profile data.

15            77.    (original) The advertising machine of claim 76, wherein the user profile data is based partially upon previous search arguments of the user.

78.    (original) The advertising machine of claim 76, wherein the user profile data is based partially upon previous search results for the user.

20            79.    (original) The advertising machine of claim 76, wherein the user profile data includes user specified preferences.

Claims 80-85 (previously canceled)



86. (original) A search engine for providing search results to a user that correspond to desired information within a data network, the search engine comprising:

5 a server computer coupled to the data network that receives, from the user, a search request that includes a search argument corresponding to the desired information;

a database search engine coupled to the server computer that searches, based upon the received search argument, a contextual database having data network related information to generate search results;

10 <sup>l</sup> the server computer retrieves user profile data for the user;  
the server computer re-prioritizes the search results based upon the user profile data to produce re-prioritized search results; and

the server computer provides the re-prioritized search results to the user.

87. (original) The search engine of claim 86, wherein:

15 the server computer updates the user profile data;

the server computer re-prioritizes the search results again to produce again re-prioritized search results; and

the server computer provides the again re-prioritized search results to the user.

20 88. (original) The search engine of claim 87, wherein the server computer updates the user profile data based upon the search argument.

89. (original) The search engine of claim 87, wherein the server computer updates the user profile data based upon the search results.

90. (original) The search engine of claim 87, wherein the user updates the user profile data.

91. (original) A search engine for providing search results to a user that correspond to desired information within a data network, the search engine comprising:

a server computer coupled to the data network that receives, from the user, a search request that includes a search argument corresponding to the desired information;

the server computer retrieves user profile data for the user;

the server computer creates a modified search argument based upon the user profile data and the search argument;

a database search engine coupled to the server computer that searches, based upon the modified search argument, a database having data network related information to generate

search results; and

the server provides the search results to the user.

92. (original) The search engine of claim 91, further comprising:

an associative search engine coupled to the server computer that correlates the modified search argument to a particular advertisement in a second database having advertisement related information; and

the server computer provides the particular advertisement together with the search results to the user.

93. (original) The search engine of claim 91, further comprising:

an associative search engine coupled to the server computer that correlates the user profile data to a particular advertisement in a second database having advertisement related information; and

the server computer provides the particular advertisement together with the search results to the user.

94. (original) A search engine for providing search results to a user that correspond to

desired information within a data network, the search engine comprising:

a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;

the server computer retrieves user profile data for the user;

an associative search engine coupled to the server computer that determines a particular database to search based upon the user profile data, the particular database having network related information relating to the user profile data;

a database search engine coupled to the server computer that searches, based upon the search argument, the particular database to generate search results; and

the server computer provides the search results to the user.

95. (original) The search engine of claim 94, wherein:

the associative search engine further correlates the search argument to a particular advertisement in a second database having advertisement related information; and

the server computer provides the particular advertisement together with the search results to the user.

96. (original) The search engine of claim 94, wherein:

the associative search engine further correlates the user profile data to a particular advertisement in a second database having advertisement related information; and

the server computer providing the particular advertisement together with the search results to the user.

97. (original) An advertising machine coupled to a data network for providing advertisements to a user, the advertising machine comprising:

a server computer coupled to the data network that transmits a plurality of advertisements to the user via the data network and an end user device;

the server computer, for each of the plurality of advertisements presented to the user via the user device, records an environment within which the advertisement was presented;

the server computer, for each of the plurality of advertisements transmitted to the user via the user device, determines whether the advertisement was successful; and

the server computer altering the environment of subsequent advertisements transmitted to the user via the data network and the user device based upon the environment of prior successful advertisements.

98. (original) The advertising machine of claim 97, wherein, in altering the environment of subsequent advertisements transmitted to the user, the server computer incorporates common elements of prior successful advertisements.

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99. (original) An end user device that couples to a data network and that presents advertisements to a user, the end user device comprising:

a data network interface that couples to the data network and receives a plurality of advertisements at the end user device;

10 a processor that couples to the data network interface;

a display coupled to the processor and the data network interface upon which the plurality of advertisements are presented to the user, each of the plurality of advertisements presented in a particular respective environment;

15 the processor, after each of the plurality of advertisements presented to the user at the user device, recording the environment within which the advertisement was presented;

the processor, for each of the plurality of advertisements presented to the user at the user device, determining whether the advertisement was successful;

the processor altering the environment of a subsequent advertisement based upon the environment of prior successful advertisements; and

20 the display presenting the subsequent advertisement to the user with an altered environment.

100. (original) The end user device of claim 99, wherein the environment is presented

within a browser.

101. (original) The end user device of claim 99, wherein the processor alters the environment of subsequent advertisements presented to the user by incorporating common  
5 elements of prior successful advertisements.

102. (original) The end user device of claim 99, wherein the processor provides  
feedback to a source of the advertisements via the data network interface regarding elements of  
prior successful advertisements.  
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103. (original) A search engine for providing search results to a user that correspond to  
desired information within a data network, the search engine comprising:

a server computer coupled to the data network that receives a search request from  
the user, the search request including a search argument corresponding to the desired  
15 information;

the server computer retrieves user profile data for the user;

a database search engine coupled to the server computer that searches, based upon  
the search argument, the particular database to generate search results;

the server computer provides the search results to the user;

20 the server computer creates an enhanced presentation environment for the user  
based upon the user profile data; and

the server computer provides the search results to the user within the enhanced  
presentation environment.

104. (original) The search engine of claim 103, wherein the enhanced presentation includes aural enhancements.

5 105. (original) The search engine of claim 103, wherein the enhanced presentation includes textual enhancements.

106. (original) The search engine of claim 103, wherein the enhanced presentation includes anecdotal enhancements.

10 107. (original) An advertising machine coupled to a data network for providing advertisements to a user, the advertising machine comprising:

15 a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;

a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer;

20 an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer;

the server computer providing the search results together with the particular advertisement to the user;

the server computer determining whether the advertisement was successful; and

the server computer altering criteria for subsequent correlations of received search arguments to the second database.

108. (original) The advertising machine of claim 107, wherein the associative search engine correlates the received search argument to the particular advertisement based on the received search argument and user profile data.

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109. (original) An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:

a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;

a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer;

an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer;



the server computer providing the search results together with the particular advertisement to the user;

the server computer determining that the advertisement was successful; and

the server computer tracking a toll due by an associated seller.

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110. (original) The advertising machine of claim 109, wherein the server computer provides a link to the associated seller.

111. (original) The advertising machine of claim 110, wherein the toll is tracked when  
10 the user implements the link to the associated seller.

112. (original) The advertising machine of claim 109, wherein the toll is tracked when the user makes a purchase.

15 113. (original) An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:

a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;

20 a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer;